

MODEL ALEX BEER TALKS TO EM
MAGAZINE ABOUT LIFE AS A MODEL
AND HOW IT HELPED TO CREATE HIS
CAREER IN PHOTOGRAPHY.

PHOTOGRAPHER PROFILE

Tell us who you are?

I am a model with Premier. I have modelled all over the world and shot ad campaigns for labels like Danielle Alessandrini and editorials for magazines like GQ. I have always been interested in the creative side to photography and by the photographer's vision of how they decide on a story and then tell it through various compositions, lighting and subject expression. To me it is a window to a world that only exists for that moment in time and images are a permanent reminder of that world. Moving from in front of the camera to behind the camera seemed an obvious and easy transition. Photography is my passion.

How long have you been working in photography?

I have been in photography for about 6 years as a model. I decided about a year ago that I wanted to focus more on the creative process behind the image, and began to self-teach the art of photography and bought my first ever professional camera 1 year ago. Each of my subjects are tackled with a directional approach, where details are carefully thought out

in order to tell the story how I envisage it

Did you go to college to study photography?

I am a self taught photographer of 1 year.

What sort of equipment and software do you use?

I use a Nikon D40 and a Cannon EOS 40D

What is your favourite photography accessory, other than your camera?

My favourite accessory is a reflector as it's great for bouncing light essentially for location shoots.

What is your opinion of post-processing, especially in the case of enhancing pictures?

I am not keen on a lot of post processing. I think many photographers ruin great images because of this.

Personally I think it's a lot better to get the shot right prior to post production with make-up, styling and lighting. Too much makes the shot look fake. I like to capture real emotion and imagery.

Saying that David La Chapelle is one of my favourite photographers, he does amazing post production and his style is captivating and inspiring.

How do you feel about cropping an image?

Cropping an image is dependent upon what the client wants. Personally I shoot the images how I see it and how I want to use it.





MAC or PC lover?

I use a MAC notebook. Its light and easy to take anywhere with you.

Where is your favorite location to take pictures?

I prefer to shoot on Location as I love using natural elements.

Many models consider their career after modelling and photography is an obvious choice. **What do you think the requirements are for a model making the transfer to this career?**

Obviously not every model is going to be able to become a photographer I don't think a lot of models cross over to photography. Some go into property, or other businesses. I think you have to really love photography and imagery and have a real eye for it.

How would you describe your style?

My photography is very cinematic and with a directional approach, where the concept, style and all the details are carefully thought out prior to the shoot with the models acting out their roles in the scenes. I create scenarios, concepts and feelings with my photographs. My style is

very eclectic and some may say eccentric! I love hats and I have lots of them. I always like to put a hat with any outfit - no matter what the occasion! I love putting outfits together with a twist....

What photographic organisations do you belong to?

The Photographylink.com, Models.com,

How important is a website for your business?

Having a website is ESSENTIAL. You are your best promotion. Your Website reflects and exhibits your work. It's your best CV.

What are your plans now?

My plan now is to travel the world and shoot while I'm there. Combining modelling with photography. Shooting at amazing locations.

After that I plan to get a really good photographic agent. And shoot top ad campaigns.

Who inspires you?

Mario Testino, who captures pure emotion and beauty. Steven Meisel and Steven Klein, whose photography is so abstract and amazing.